

March 28-31, 2004

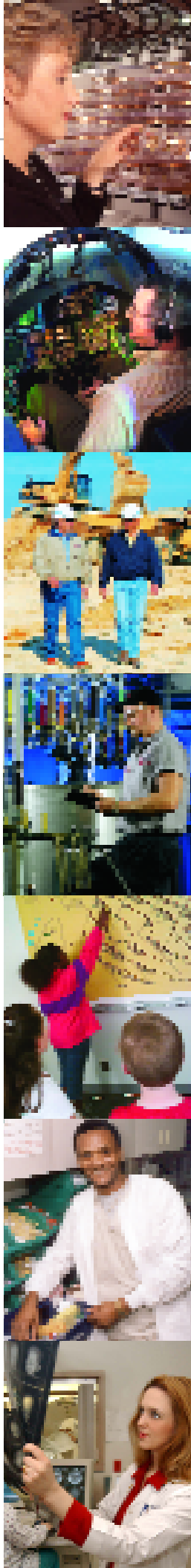
The Quest for Excellence XVI

*Learn from the Best in Business, Education,
and Health Care!*

For more than fifteen years, The Quest for Excellence has provided a forum for the recipients of the Malcolm Baldrige National Quality Award to showcase their exceptional performance practices. Role model organizations in manufacturing, service, small business, education, and health care have shared their journeys to excellence with the nation. This year we welcome Award recipients from all five categories: Medrad, Inc. (manufacturing); Boeing Aerospace Support (service); Caterpillar Financial Services (service); Stoner, Inc. (small business); Community Consolidated School District 15 (education); Baptist Hospital, Inc. (health care); and Saint Luke's Hospital of Kansas City (health care).

Whether your organization is large or small, is involved in service, manufacturing, education, or health care, or has one office or multiple sites around the globe, you can benefit from the knowledge and experience of the 2003 Baldrige Award recipients. Plan to attend The Quest for Excellence XVI, March 28-31, 2004 in Washington, DC.

Sponsored by the National Institute of Standards and Technology (NIST). Co-sponsored by the American Society for Quality (ASQ), the American Society for Training and Development (ASTD), and the Association for Quality and Participation (AQP).



AQP

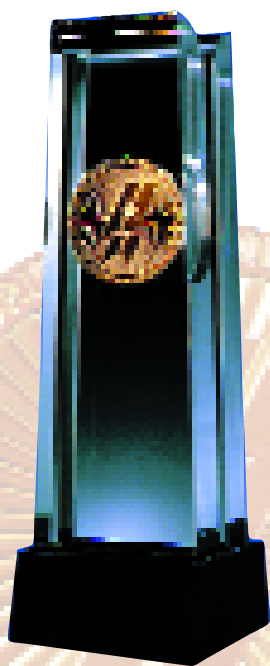


ASTD

NIST

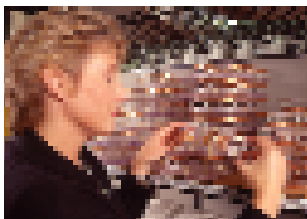


Featuring the
2003 Recipients
of the Malcolm
Baldrige National
Quality Award



MANUFACTURING

Medrad, Inc.

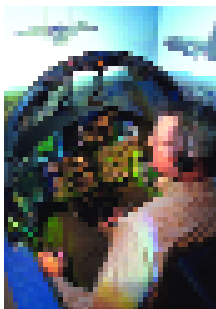


Headquartered in Indianola, PA, Medrad develops, manufactures, markets, and services medical devices that enable and enhance imaging of the human body. Used in diagnostic and therapeutic imaging, Medrad's products include vascular injection systems and magnetic resonance (MR) accessories. Medrad's products are sold to hospitals and medical imaging centers worldwide. It has approximately 1,200 employees in two major locations in Pennsylvania and in 14 locations around the world.

Medrad is the market leader in the United States and Europe for its vascular injection systems and related services, with market shares significantly greater than its best competitor in many product lines and regions around the world. Revenue has increased from \$35 million in 1988 to \$254 million in 2002, consistently achieving an average annual growth rate of 15%. On-time delivery of all key products range from 98% to approaching 100% and equal or exceed best-in-class benchmarks. In addition, Medrad's customers ranked them among the top four medical imaging companies in ten performance areas, including two first place rankings.

SERVICE

Boeing Aerospace Support



Boeing Aerospace Support (AS), a division of the Boeing Company, provides support for an aircraft's lifetime, which can be as long as 75 years. Boeing AS products and services include aircraft maintenance, modification, and repair; training for aircrews and maintenance staff; and providing spare parts. Boeing AS employs over 12,000 people and is based in St. Louis, MO, with eight major sites in the U.S. and one in Australia.

Boeing AS sales exceed \$4 billion, and for the past four years earnings have grown at an average cumulative rate of 17%. Revenues and orders have also grown, with annual revenue more than doubled from 1999 to 2003 during a flat market. Contracting cycle time has improved from 100 days in 1998 to its current level of 23 days. Additionally, Boeing's "exceptional" and "very good" ratings from government customers have increased by 23% since 1998.

Caterpillar Financial Services Corporation U.S.

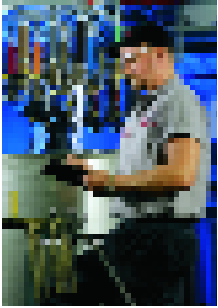


Caterpillar Financial Services Corporation U.S. (CFSC) is the financial services business unit within Caterpillar Inc., a manufacturer of construction and mining equipment, gas and diesel engines, and industrial turbines. Incorporated in 1981 to finance Caterpillar's forklift trucks, CFSC now provides financing for the complete line of Caterpillar products. CFSC is the second largest captive-equipment lender in the United States, with nearly \$1.3 billion in revenues. CFSC is based in Nashville, TN and has a workforce of 750 employees.

Since 1998, CFSC has increased assets 34% and profit 54% while industry performance declined. At the same time CFSC's contribution to its parent's total earnings has improved from 5.6% to 25.6%. CFSC's results for end-user satisfaction exceed industry and world-class benchmarks. In addition, CFSC is committed to employee well-being and satisfaction. Employee satisfaction with the job exceeds the industry norm and is consistent with best practice organizations. Eighty percent of employees would recommend CFSC as a good place to work, significantly exceeding the national norm of 55%.

SMALL BUSINESS

Stoner, Inc.

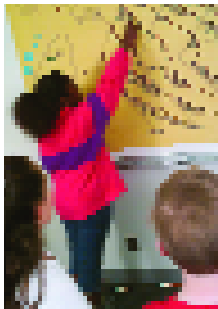


With 45 full-time and 5 part-time employees, Stoner is the smallest business ever to receive a Baldrige Award. Based in Quarryville, PA, Stoner manufactures more than 300 specialized cleaners, lubricants, and coatings, which include car care and auto detailing products, mold release agents, and specialty cleaners for electronics and other critical components.

Stoner's sales have increased 400% since 1990, and the company has sustained consistent profitability, fueling the company's improvement initiatives and growth. Manufacturing productivity has increased 150% since 1991. In addition, on a national industry survey, Stoner ranked first in satisfaction on four of the five factors most important to its customers—quality, delivery, service, and value. Since 2000, Stoner has won three times as many customers as it has lost, and over the past five years has retained more than 98% of its top customers.

EDUCATION

Community Consolidated School District 15

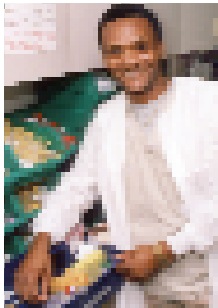


Community Consolidated School District 15 (School District 15) is a kindergarten through eighth-grade school system serving 12,390 students in northwest suburban Chicago. Its student population includes 37.5% minority students, and 32.5% of its students are at the low-income level. Approximately 32% of students come from non-English-speaking backgrounds; 72 different languages are spoken in the homes of its students. The school system has 14 kindergarten through sixth-grade schools, three junior high schools, and one alternative school.

To serve its diverse student population, School District 15 has implemented a wide array of programs and services to help all students reach performance goals. As a result of these programs, 84% of second-grade students are reading at or above grade level, exceeding the national average by nearly 35%. The rate at which special education students are meeting goals has also shown steady improvement, exceeding national and state comparisons. In addition, in the Illinois Standards Achievement Test in reading, math, and science, School District 15 has equaled or outperformed its comparison district at all grade levels and in all subjects from 1998-99 through 2001-02.

HEALTH CARE

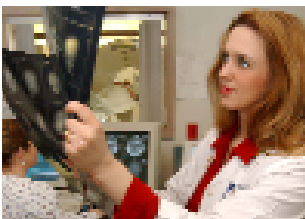
Baptist Hospital, Inc.



Based in Pensacola, FL, Baptist Hospital, Inc. (BHI) is a subsidiary of Baptist Health Care and includes two hospitals and an ambulatory care complex. Baptist Hospital of Pensacola is a 492-bed tertiary care and referral hospital, Gulf Breeze Hospital is a 60-bed medical and surgical hospital, and Baptist Medical Park is an ambulatory care complex that delivers an array of outpatient and diagnostic services. BHI generates \$100-\$500 million in revenue and has a workforce of over 2,200.

BHI's overall satisfaction for inpatients, outpatients, ambulatory surgery patients, and home health care services has been near the 99th percentile for the past several years. Patient surveys of staff sensitivity, attitude, and concern and overall cheerfulness of hospital staff has also been near the 99th percentile for the system's two hospitals. In addition, positive staff morale is at 84%, outperforming BHI's best competitor, and employee turnover rate at 14% is at the best-in-class level.

Saint Luke's Hospital of Kansas City



Founded in 1882, Saint Luke's Hospital (SLH) is the largest hospital in the Kansas City metropolitan area. Affiliated with the Diocese of West Missouri of the Protestant Episcopal Church, it is a not-for-profit comprehensive teaching and referral health care organization that provides 24-hour coverage in every health care discipline. SLH employs 3,200 people, including 500 physicians. SLH's revenues are over \$900 million.

SLH has 134 widely deployed clinical pathways that apply to 60% of its patients. The patients get their own version of their pathway in a format that allows both the patient and the family to understand and track what will occur during treatment. According to an annual independent study, patients believe that SLH delivers the best quality health care, has the best doctors and nurses, and delivers the best cardiac, neurology, and orthopedic care of 21 regional facilities. In addition, in 2002 SLH was ranked best-in-class in the Voluntary Hospitals of America surgical infection project and second of ten in acute myocardial infarction treatment.

The Quest for Excellence XVI Conference Schedule*

REGISTRATION HOURS

Sunday, March 28, 4:30 pm - 8:00 pm

Tuesday, March 30, 7:00 am - 6:00 pm

Monday, March 29, 6:45 am - 5:00 pm

Wednesday, March 31, 7:00 am - 12:10 pm

Sunday, March 28

1:30 - 5:00 pm	Pre-Conference Workshop for Baldrige Beginners: A hands-on opportunity to learn the basics of the Baldrige Criteria, how to begin a self-assessment, and the resources available to help organizations in their journey to excellence.
7:00 - 8:00 pm	General Opening Reception and Cash Bar

Monday, March 29

8:00 - 8:40 am	Opening Plenary: Welcome and Video						
8:40 - 9:50 am	Plenary Session: Senior Leaders Present Organizational Profile and Leadership Category						
10:20 - 11:10 am	Plenary Session: Senior Leaders Present Organizational Profile and Leadership Category (Continued)						
11:30 am - 12:30 pm	Plenary Senior Leadership Panel: Q&A on Leadership Category						
12:30 - 2:00 pm	Lunch						
2:00 - 5:00 pm	Concurrent Sessions: Track an Award recipient, track a Criteria Category, or track an Award category. Learn how the Baldrige Criteria are applied in different sectors.						
	Medrad	Boeing Aerospace Support	Caterpillar Financial Services	Stoner	School District 15	Baptist Hospital	Saint Luke's Hospital
2:00 - 2:45 pm	Strategic Planning	Customer and Market Focus	Measurement, Analysis, and Knowledge Management	Customer and Market Focus	Process Management	Measurement, Analysis, and Knowledge Management	Staff Focus
3:00 - 3:45 pm	Customer and Market Focus	Measurement, Analysis, and Knowledge Management	Human Resource Focus	Process Management	Strategic Planning	Focus on Patients, Other Customers, and Markets	Process Management
4:15 - 5:00 pm	Measurement, Analysis, and Knowledge Management	Human Resource Focus	Process Management	Applying for the Baldrige Award	Networking Open House	Strategic Planning	Focus on Patients, Other Customers, and Markets
6:00 - 8:00 pm	Conference Reception and Cash Bar						

Tuesday, March 30

Concurrent Sessions						
8:00 am - 4:30 pm	Medrad	Boeing Aerospace Support	Caterpillar Financial Services	Stoner	School District 15	Baptist Hospital
8:00 - 8:45 am	Human Resource Focus	Process Management	Applying for the Baldrige Award	Networking Open House	Strategic Planning	Focus on Patients, Other Customers, and Markets
9:00 - 9:45 am	Process Management	Applying for the Baldrige Award	Networking Open House	Strategic Planning	Student, Stakeholder, and Market Focus	Measurement, Analysis, and Knowledge Management
10:15 - 11:00 am	Applying for the Baldrige Award	Networking Open House	Strategic Planning	Customer and Market Focus	Measurement, Analysis, and Knowledge Management	Staff Focus
11:15 am - 12:00 pm	Networking Open House	Strategic Planning	Customer and Market Focus	Measurement, Analysis, and Knowledge Management	Faculty and Staff Focus	Process Management
12:00 - 1:30 pm	Lunch					
1:30 - 2:15 pm	Strategic Planning	Customer and Market Focus	Measurement, Analysis, and Knowledge Management	Human Resource Focus	Process Management	Applying for the Baldrige Award
2:30 - 3:15 pm	Customer and Market Focus	Measurement, Analysis, and Knowledge Management	Human Resource Focus	Process Management	Applying for the Baldrige Award	Networking Open House
3:45 - 4:30 pm	Measurement, Analysis, and Knowledge Management	Strategic Planning	Process Management	Strategic Planning	Student, Stakeholder, and Market Focus	Staff Focus
4:45 - 6:00 pm	Town Hall Sessions Featuring Current and Past Award Recipients: Representatives from the Award recipients answer your questions.					
	Manufacturing <ul style="list-style-type: none"> Medrad Motorola CGISS 	Service <ul style="list-style-type: none"> Boeing Aerospace Support Caterpillar Financial Services 	Small Business <ul style="list-style-type: none"> Stoner Branch-Smith Printing Division 	Education <ul style="list-style-type: none"> School District 15 Chugach School District Pearl River School District University of Wisconsin-Stout 	Health Care <ul style="list-style-type: none"> Baptist Hospital Saint Luke's Hospital SSM Health Care 	

Wednesday, March 31

8:00 - 8:35 am	Keynote – Charles Korbell, President and CEO, Clarke American Checks, Inc., 2001 Baldrige Award Recipient					
8:35 - 9:25 am	Plenary Session: Senior Leaders Present Journey to Performance Excellence and Lessons Learned					
9:55 - 10:35 am	Plenary Session: Senior Leaders Present Journey to Performance Excellence and Lessons Learned (Continued)					
10:55 - 11:55 am	Plenary Panel Q&A on Journey to Performance Excellence and Lessons Learned					
11:55 am - 12:10 pm	Plenary Session: Conference Themes and New Directions					

* Conference Schedule is subject to change.

About The Quest for Excellence XVI

The Quest for Excellence (QE) XVI will provide an opportunity for in-depth learning about the best practices and results of the 2003 Baldrige Award recipients. Senior leaders and other representatives of the Award recipient organizations will make presentations and answer questions about the seven Categories of the Baldrige Criteria, their journey to performance excellence, and their lessons learned. Attendees will be able to track a Category, track an Award recipient, or both. QE XVI is designed to maximize learning and networking opportunities.

Who Should Attend: CEOs, senior managers, education and health care leaders and professionals, directors of staff functions, heads of operating units, and quality/performance improvement practitioners

New This Year!

- Town Hall sessions for each Award category featuring current and past Award recipients
- Individual networking sessions with each of the Award recipients

Special Features

Pre-Conference Workshop for Baldrige Beginners (Sunday, March 28, 1:30-5:00 pm): This workshop provides a hands-on opportunity to learn the basics of the Baldrige Criteria, how to begin a self-assessment, and the resources available to help organizations on their journey to excellence. Pre-registration is required. (Limit 200 participants.) The workshop is available with or without a QE XVI conference registration.

Proceedings: Attendees receive a conference bag containing Award recipient videos, application summaries for the 2003 Award recipients, presentation visuals, and other Baldrige materials.

CEUs: Attendance at QE XVI qualifies for 1.3 IACET CEUs through the American Society for Quality. Attendance at the pre-conference workshop qualifies for .3 IACET CEUs.

For More Information on The Quest for Excellence and the Baldrige National Quality Program, call (301) 975-2036; fax (301) 948-3716; email nqp@nist.gov; or visit our Web site at www.baldrige.nist.gov.

Registration & Hotel Information

Accommodations

Rooms have been reserved at the Marriott Wardman Park Hotel at the special conference rate of \$213. The tax rate is 14.5%. To receive this special rate, reserve by February 27, 2004 and be sure to mention The Quest for Excellence XVI. You may reserve rooms by calling the hotel at (202) 328-2983. Reservations can also be made online at www.marriott.com. Use group code QECQECA for Single/Double and Triple/Quad, QECQECW for Wardman Tower rooms, or QECQECB for Concierge Level rooms.

Accommodations must be guaranteed by a major credit card or by check covering the first night's deposit. Cancellations must be made 7 days prior to arrival; otherwise, the first night's deposit will be forfeited.

Conference Registration Fees

The advance registration fee of \$1050 is due by March 1, 2004. Attendees who register after March 1 will pay the regular conference fee of \$1200. You may register by phone, fax, or mail through ASQ, or register online at www.baldrige.nist.gov. See the registration form in this brochure for complete information.

Faculty and Group Discounts

Individuals who have full-time academic employment with a college, university, school district, secondary school, or elementary school are eligible for discounted fees of \$725 (advance) or \$875 (regular). The faculty discount cannot be combined with the group discount.

Groups of 10 or more receive a \$100 discount per registrant off the advance or regular registration fee as appropriate. Registrations must be made as a group. The full conference fee will be charged if cancellations reduce the group to fewer than 10 employees. Substitutions may be made at any time.

Payment Information

All registration forms must be accompanied by payment in full (U.S. Currency only). All phone or fax registrations must include the expiration date and number of a major credit card (VISA/MC/AMEX) that will be charged. If you wish to guarantee payment with a purchase order, ASQ must receive the hard copy of the purchase order with your registration form. **All checks should be made payable to Quest for Excellence XVI-ASQ.** You will receive confirmation of your registration by mail.

Cancellation and Substitution Policy

Registrants whose requests for cancellation are received on or before March 1, 2004 will receive a full refund. Requests received between March 2 and March 22, 2004 will incur a \$200.00 processing fee. No requests for reimbursement for cancellations will be accepted after March 22, 2004. Substitutions may be made at any time.

The Quest for Excellence XVI Registration Form

FOUR WAYS TO REGISTER

1. Call ASQ at **800-248-1946** and use your MC, VISA, or AMEX card.
2. Fax your completed registration form with credit card payment to ASQ at **414-272-1734**.
3. Register online at **www.baldrige.nist.gov**.
4. Fill out the registration form below, enclose payment, and mail to:

ASQ Education Services Department • P.O. Box 3005 • Milwaukee, WI 53201-3005

CONTACT INFORMATION

First Name _____ Middle _____ Last Name _____

First Name for Badge _____

Organization _____

Title _____

Address _____

City _____

State/Province _____ ZIP/Postal Code _____ Country _____

Phone _____ Fax _____

Email _____

Sector

Please indicate the sector to which your organization belongs:

☐ Manufacturing ☐ Service ☐ Small Business ☐ Education ☐ Health Care ☐ Government ☐ Non-profit

How did you hear about QE XVI?

- | | |
|--|---|
| <input type="checkbox"/> Received brochure in the mail (Please fill in the code on the upper right corner of your mailing label:_____) | <input type="checkbox"/> Advertisement in AQP's <i>News for a Change</i> |
| <input type="checkbox"/> From a colleague | <input type="checkbox"/> Advertisement in ASTD's <i>Training and Development</i> |
| <input type="checkbox"/> Baldrige Web site | <input type="checkbox"/> Advertisement in <i>Healthcare Executive</i> |
| <input type="checkbox"/> Award Criteria | <input type="checkbox"/> Advertisement in the <i>Journal for Healthcare Quality</i> |
| <input type="checkbox"/> Email advertisement | <input type="checkbox"/> Advertisement in <i>The School Administrator</i> |
| <input type="checkbox"/> Advertisement in ASQ's <i>Quality Progress</i> | <input type="checkbox"/> Advertisement in <i>Fortune</i> |
| <input type="checkbox"/> Advertisement in AQP's <i>Journal for Quality and Participation</i> | <input type="checkbox"/> Announcement in a trade publication |
| | <input type="checkbox"/> Other:_____ |

SELECT REGISTRATION (Please select the type of registration you wish to have for The Quest for Excellence XVI Conference.)

	Advance*	Regular
QE XVI Conference		
<input type="checkbox"/> Individual	\$1050.00	\$1200.00
<input type="checkbox"/> Faculty Discount	\$725.00	\$875.00
<input type="checkbox"/> Group Discount**	\$950.00	\$1100.00

Pre-Conference Workshop

- | | | |
|--|----------------|----------|
| <input type="checkbox"/> Pre-Conference Workshop <u>with</u> QE XVI Registration | \$100.00 | \$100.00 |
| <input type="checkbox"/> Pre-Conference Workshop <u>only</u> | \$150.00 | \$150.00 |

*Registration must be submitted by 11:59 PM EST, March 1, 2004.

**All registrations must be submitted at the same time to receive the group discount.

Payment Information

☐ **Check or money order** (Payable to Quest for Excellence XVI-ASQ).

Purchase Order # _____

Credit Card ☐ MasterCard ☐ Visa ☐ American Express

Card #: _____

Expiration date: _____

Cardholder Name: _____

Signature: _____

Special Needs (☐ Check here if you wish to be contacted)

Do you have any special needs and/or dietary restrictions that we can address to make your participation more enjoyable? Please indicate these special needs on the line below:

Or write, call, or fax the American Society for Quality, Education Services Department, P.O. Box 3005, Milwaukee, WI 53201-3005, phone 800-248-1946, fax 414-272-1734, or e-mail **asq@asq.org**.



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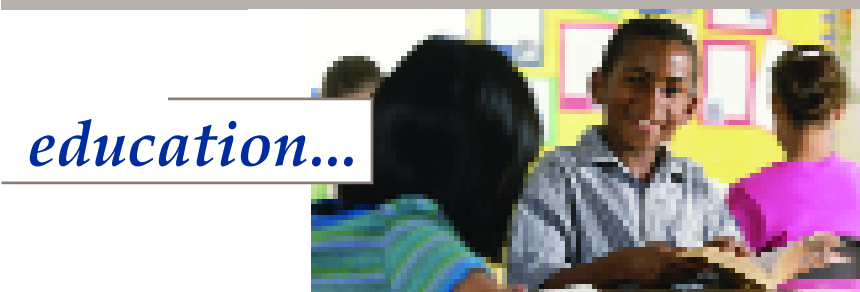
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business...



education...



health care...

The Quest for Excellence® XVI

The Official Conference of the Malcolm Baldrige National Quality Award

March 28–31, 2004

Washington, DC • Marriott Wardman Park Hotel

*For the First Time—Award Recipients in
All Five Categories!*

- Medrad, Inc.
- Boeing Aerospace Support
- Caterpillar Financial Services
- Stoner, Inc.
- Community Consolidated School District 15
- Baptist Hospital, Inc.
- Saint Luke's Hospital of Kansas City

Discount for early registration by March 1, 2004

Now offering CEUs

Pre-Conference Workshop on the Baldrige
Criteria and Self-Assessment



AQP



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